



FOR CLERK USE ONLY	
City Council	
Item No.	<u>19</u>

CITY COUNCIL AGENDA FACT SHEET

City Attorney (Mayor)

Department

February 16, 2010

Requested Date

1. **Request:**

Council Approval

☐

Information Only/
Presentation

☒

Other (specify)

☐

Hearing

☐

2. **Requested Action:**

INFORMATION REGARDING USE OF TEMPORARY SIGNS AND BANNERS

3. **Fiscal Impact:**

Revenue:

Increase

☐

Source:

Decrease

☐

Amount:

Cost:

Increase

☐

Source:

Decrease

☐

Amount:

Does Not Apply ☒

4. **Reviewed By:**

Finance Dept. on

By:

Comments:

City Attorney on

Feb 8, 2010

By:

Comments:

Note: Back up must be submitted along with this form. Deadline is 5:00 p.m., 2 Fridays before the scheduled meeting date.

CLERK USE ONLY:

CITY COUNCIL DATE:

Action

☐

Filing

☐

Consent

☐

Presentation

☐

Hearing

☐

Other (specify)

☐

Reviewed by: City Clerk

City Manager

Date

Date

**CITY COUNCIL
AGENDA REPORT**

SUBJECT: INFORMATION REGARDING USE OF TEMPORARY SIGNS AND BANNERS

AGENDA DATE: February 16, 2010

PREPARED BY: Jennifer Lyon, City Attorney  (Requested by Mayor David Ouzan)

RECOMMENDATION: Acknowledge receipt.

BACKGROUND:

On February 2, 2010, Mayor Ouzan requested that staff consider ways to help small businesses in this difficult economy. One specific issue he requested that staff research is whether or not temporary signs could be used by businesses without cost.

DISCUSSION:

The City of Calexico currently has several ordinances in place regulating signs. Of particular interest here is Chapter 12.14 of the Calexico Municipal Code, which regulates temporary signs. Under that chapter, any person, for business or other purposes, may put on their property temporary signs (typically cloth or plastic banners), so long as they are not in an intersection. So under current law, businesses are free to put up signs saying "Grand Opening," "Spring Sale," or other messages without having to pay any fee and without having to get a permit from the City. Under the current ordinance, these signs may remain posted as long as the business wants them, as long as the signs are temporary signs, rather than permanent fixtures.

City staff has been revising the City's sign ordinances for the last year. The proposal to amend the sign ordinance has been approved by the Planning Commission and will likely be presented to the Council over the next two months for consideration. Under the proposed amendments to the sign ordinance, there will be a change to the treatment of temporary signs. At the time the proposed amendments to the sign ordinance come before Council, the Council can consider if it wants to make changes to the temporary signs or if it wants to delay the effective date for that portion of the sign ordinance.